

X 1/16/50

fashion calendar

44 WEST FIFTY-SECOND STREET • NEW YORK 19 • ELDORADO 5-3693

RUTH FINLEY, EDITOR

FRANCES HUGHES, ASSOCIATE EDITOR

1950

january

WEEK OF

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FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK ENDING FRIDAY, JANUARY 13, 1950</u>			
Now Going On	SHOWING OF NEW DESIGNS IN BUTTONS La Mode presents new designs in buttons for Spring and Summer fashions. Contact: Midge Wilson, WI. 7-5700. Publicity: Sophie Goode, TR. 9-4364.	B. BLUMENTHAL & CO.	1372 BROADWAY SHOWROOM-8TH FLOOR
Friday Jan. 13 8:00 A.M. Breakfast	EMBROIDERY FASHIONS FOR VISITING PRESS "Tots 'n Teens Trimmed with Schiffli"---embroidered fashions for the young set will be shown to the out-of-town editors. Attendance by invitation only. Publicity: Dora Miller, LO. 3-4285.	SCHIFFLI EMBROIDERERS MANUFACTURERS BUREAU	LONGCHAMPS B'WAY & 41ST STREET
Friday Jan. 13 10:30 A.M.	PRESS PREVIEW OF SPRING MILLINERY Jack McConnell will present his Spring millinery collection to the press and trade. Attendance by invitation only. Contact: PL. 3-0786.	JACK McCONNELL	41 WEST 57TH STREET SALON
Friday Jan. 13 12:00 Noon Luncheon	LUNCHEON SHOWING FOR VISITING PRESS Kane-Weill will invite the out-of-town press to a luncheon and showing of Spring fashions, designed by Natalie Renke. Attendance by invitation only. Contact: Lloyd Weill, LO. 5-3041.	KANE-WEILL	498 SEVENTH AVENUE SHOWROOM-22ND FLOOR
Friday Jan. 13 1:00 P.M. Luncheon	FASHION ACADEMY AWARD PRESENTATION Preview of Spring and Summer fashions by Jonathan Logan, Fashion Academy Award Winner For 1950. Show staged by Billie Gould. Press by invitation. Public by reservation; contact: "Albert", headwaiter, EL. 5-3000. Publicity: Fashion Production Associates, Ann Goodrich, MU. 8-1700.	JONATHAN LOGAN	WALDORF-ASTORIA SERT ROOM
Friday Jan. 13 4:00 P.M. High Tea	COSTUME JEWELRY SHOWING FOR PRESS The first press showing of Halbe creations in costume jewelry. This Advance Spring collection will be presented in their new showroom. By invitation only. Publicity: Viola Shefer, PL. 3-3173.	JEWELS BY HALBE	411 FIFTH AVENUE SHOWROOM-6TH FLOOR
Friday Jan. 13 5:00 P.M. Cocktails	COSTUMES & MILLINERY FOR VISITING PRESS Showing of Lilly Dache's Spring costume and millinery collection. By invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	LILLY DACHE	78 EAST 56TH STREET PENTHOUSE
Friday Jan. 13 6:15 P.M. Cocktails	SURREALISTIC JEWELS BY SALVADOR DALI Salvador Dali will be present at a showing of his surrealistic jewels and a cocktail party for the out-of-town and local editors. Attendance by invitation only. Publicity: Rasponi Associates, TE. 8-8171.	RASPONI ASSOCIATES	JEAN TENNYSON'S STUDIO--113 W. 57TH

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Friday Jan. 13 8:30 P.M.	OPERA PARTY FOR VISITING EDITORS The Jewelry Industry Council will be host to the visiting editors at the Metropolitan Opera's performance of "La Boheme", followed by Champagne Party. By invitation only. Contact: Martha Percilla, LO. 4-3585.	JEWELRY INDUSTRY COUNCIL	MET. OPERA HOUSE B'WAY & 39TH STREET
Cancelled Jan. 14	THE ANNA MILLER SPRING SHOWING FOR THE VISITING PRESS, ORIGINALLY SCHEDULED FOR SAT., JAN. 14 AT 10:00 A.M., HAS BEEN CANCELLED.		
Saturday Jan. 14 12:30 P.M. Luncheon	SPRING ACCESSORY SHOW FOR VISITING EDITORS A "Capsuled Version of Spring Accessory Fashions" will be presented to the out-of-town press. Hats--Mary Goodfellow. Bags--Pichel. Shoes--Newton Elkin. Gowns--Eta and Ann Sadowsky. Pichel Publicity: Donna Cannon, EL. 5-2600. Newton Elkin Publicity: Elizabeth Mackintosh, TE. 8-7147. Fashion Show Publicity: Mildred Kaldor, MU. 9-5420.	COOPERATING DESIGNERS	SAVOY PLAZA CRYSTAL ROOM
Saturday Jan. 14 2:00 P.M.- 3:00 P.M.	SHOWING OF CUSTOM- ORDER COLLECTION Sydell will present her Mid-Winter and Early Spring collection of custom-order suits, cocktail dresses, dinner and evening clothes to the guests of the N.Y. Philanthropic League. Contact: EL. 5-8729.	SYDELL (666 FIFTH AVENUE)	WALDORF-ASTORIA GRAND BALLROOM
Saturday Jan. 14 2:30 P.M. Champagne	SPRING JEWELRY AT CHAMPAGNE PARTY Trifari, Krussman & Fishel will invite the out-of-town editors and local press to a Silver Anniversary champagne party and showing of Spring fashion jewelry. By invitation only. Publ.: Dorothy Lansing, PL. 9-7598.	TRIFARI, KRUSSMAN & FISHEL	16 EAST 40TH STREET SHOWROOM-4TH FLOOR
Saturday Jan. 14 4:00 P.M. Champagne	FRENCH RIVIERA FILM AT CHAMPAGNE PARTY Air France will present a champagne showing of "Flight To The French Riviera" to the out-of-town and local press. By invitation only. Publicity: Ellis Reed, PL. 9-7000.	AIR FRANCE	683 FIFTH AVENUE LOUNGE
Saturday Jan. 14 5:00 P.M. Cocktails	COCKTAIL PARTY FOR VISITING EDITORS Mme. Helena Rubinstein will invite the out-of-town editors to a cocktail party at her home. By invitation only. Publicity: Amy Blaisdell, EL. 5-2100.	HELENA RUBINSTEIN	625 PARK AVENUE (HOME)

WEEK BEGINNING MONDAY, JANUARY 16, 1950

Monday Jan. 16 9:15 A.M. Breakfast	PRESS SHOWING OF POSEES BRAS Preview of new bras by Posees (subsidiary of Textron, Inc.), with presentation of special ensembles based on the Posees, designed by Tewi, Inc.; Kiviette Gowns; Martini Frocks; Sydell; and Textron Blouses. By invitation only. Trade showings on Jan. 16 and 17 at 3:00 P.M.; Jan. 18 at 10:30 A.M.; 3:00 P.M. Publ.: Tricia Brohan, Yolen, Ross, Salzman, JU. 6-4300.	TEXTRON, INC.	HOTEL VANDERBILT PARK & 34TH- RM. 119
Monday Jan. 16 11:30 A.M.	SHOWING OF NEW SCARFS AND FABRICS Brooke Cadwallader will present a showing of his Spring and Summer scarfs and fabrics to the local and out-of-town press. By invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	BROOKE CADWALLADER	724 FIFTH AVENUE SHOWROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Jan. 16 5:00 P.M.- 7:00 P.M. Cocktails	PREVIEW OF NEW BRASSIERE FASHIONS The Maiden Form Brassiere Co. will have a fashion show and cocktail party for the press and trade to introduce style innovations for 1950. Maiden Form Brassieres will be shown with the new Spring fashions for which they have been designed. Settings: Merchandising Arts. Attendance by invitation only. Commentator and Fashion Show Director: Kay Daly. Publicity: Laurel Cutler, William H. Weintraub & Co., Inc., CI. 7-4282.	MAIDEN FORM BRASSIERE CO.	HOTEL PIERRE COTILLION ROOM
Monday Jan. 16- Jan. 20	CORSET & BRASSIERE SPRING MARKET WEEK The Spring Market Week of the Corset and Brassiere Exhibitors Guild will be held at the Hotel McAlpin. Contact: Jed Sylbert, MU. 2-1593.	CORSET & BRASSIERE EXHIBITORS' GUILD, INC.	HOTEL McALPIN B'WAY & 34TH STREET
Beginning Monday Jan. 16- Jan. 28	ORIGINAL DESIGNS FOR SKI CLOTHES Exhibit of ski wear color sketches, created by students at Traphagen. Open to public. Contact: Dorothy Tyroler, CO. 5-2077.	TRAPHAGEN SCHOOL OF FASHION	1680 BROADWAY AT 52ND STREET
Tuesday Jan. 17 11:00 A.M.	"FIGURE TALK": SHOWING OF FOUNDATION FASHIONS The Warner Brothers Co. will present its annual Spring showing of foundation fashions for the trade and press. "Figure Talk" will be supervised and commented by Anne Ketcham, Warner's Publicity Director. Attendance by invitation only. Publicity: Anne Ketcham, MU. 3-1194.	THE WARNER BROS. CO.	HOTEL ASTOR GRAND BALLROOM
Wednesday Jan. 18 12:45 P.M. Luncheon	"THE NEW YEAR HAS GONE TO OUR HEAD" Luncheon fashion show featuring jewels by Trifari; hair styles by Sky House (36 Central Park West); gloves by Wear-Right. Star Time Guest of Honor: Mildred Natwick, young Broadway actress of character roles. Door prize: 2 tickets to "Samson and Delilah" motion picture. Press by invitation. Public by reservation; contact: Francois, TE. 8-8000. Trifari Publicity: Dorothy Lansing, PL. 9-7598. Pierre Fashion Director- Commentator: Nola Luxford, TE. 8-8000.	TRIFARI, KRUSSMAN & FISHEL; & SKY HOUSE	HOTEL PIERRE COTILLION ROOM
Wednesday Jan. 18 4:00 P.M. Cocktails	FASHIONS AND FABRICS SHOWING Presentation of Spring costumes created by leading designers in John Walther fabrics. Showing at 4:30 P.M. For press and trade, by invitation only. Contact: Elena Turner, LO. 4-8090.	JOHN WALTHER FABRICS, INC.	HAMPSHIRE HOUSE COTTAGE
Wednesday Jan. 18 4:30 P.M. Cocktails	MEN'S SHIRTS AND SWIM TRUNKS The Cisco Company will introduce their Duke Kahanamoku line of men's shirts and swim trunks in Hawaiian designed fabrics, at a Kahanamoku Party. Commentator: Allan Prescott. Attendance by invitation only. Publicity: Evelyn Wade, George N. Kahn Co., BR. 9-6950.	CISCO COMPANY (16 EAST 34TH ST.)	STORK CLUB 3 EAST 53RD STREET
Thursday Jan. 19 1:00 P.M. Luncheon	"SPRING TONIC" LUNCHEON SHOW Russeks will present "Spring Tonic"--navy and white Spring fashions, including dresses, suits, hats, and furs during luncheon. (Note Change of Date). Press by invitation. Public by reservation; contact: "Albert", headwaiter, EL. 5-3000. Russeks Publicity: Miriam Lenzen, WI. 7-1900. Ted Saucier Publ. Office: Virginia Strub, EL. 5-3000.	RUSSEKS FIFTH AVENUE	WALDORF-ASTORIA SERT ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Jan. 19 4:00 P.M. Cocktails	PREVIEW OF DENIMS AND COTTON SHEERS Reeves Brothers will present Barnyard Denims, cotton sheers and Byrd Cloth Reeveroy; also cotton cords from the Summer collections of leading design- ers. Attendance by invitation only. Fashion show direction: Rosemary Sheehan, CI. 7-8060.	REEVES BROTHERS, INC.	RAINBOW ROOM 30 ROCKEFELLER PLAZA
Thursday Jan. 19 4:00 P.M. Tea	SPRING FABRICS AND FASHIONS FOR 1950 Presentation of Simplicity's fashions for 1950 in Spring fabrics. Atten- dance by invitation only. Publicity: Kathryn Wilson, OR. 9-3700.	SIMPLICITY PATTERN CO.	HOTEL ROOSEVELT MEZZANINE
Friday Jan. 20 1:00 P.M. Luncheon	RESORT COLLECTION WITH SUPERFLASH BOUSE Gimbels will present the Superflash collection of Resort and Summer clothes, highlighting Textron's Superflash blouse, newest design for camera enthusiasts. An award luncheon for the best amateur photographer will be given by Sylvania Electric Products, Inc.; celebrities from the photography world will attend. Staged by Billie Gould. Press by invitation. Public by reservation; contact: "Albert", headwaiter, EL. 5-3000. Gimbels Publ.: Terry Mayer, LO. 5-1500, Ext. 600. Publicity: Fashion Production Associates, Ann Goodrich, MU. 8-1700.	GIMBELS	WALDORF-ASTORIA SERT ROOM
Saturday Jan. 21- Jan. 28	NATIONAL CROCHET WEEK AND CONTESTS National Crochet Week will be observed in department, variety and chain stores throughout the country. A Window Display Contest and a Nationwide Crochet Contest will be conducted in conjunction with the event. Publicity: George Pounder, LE. 2-4455.	NATIONAL NEEDLECRAFT BUREAU, INC.	THROUGHOUT THE COUNTRY
Monday Jan. 23- 3:00 P.M. Cocktails	PRESS SHOWING OF SPRING MILLINERY Braagaard will present his Spring millinery collection at a showing for press and trade. Attendance by invitation only. Contact: PL. 3-0353.	BRAAGAARD, INC.	10 EAST 56TH STREET SALON
Beginning Monday Jan. 23	LONDON HAUTE COUTURE OPENINGS Monday, Jan. 23: Hardy Amies, Ltd.; Mattli. Tuesday, Jan. 24: Molyneux, Michael Sherrard; Norman Hartnell. Wednesday, Jan. 25: Victor Steibel; Charles Creed, Ltd. Thursday, Jan. 26: Peter Russell, Ltd. Friday, Jan. 27: Digby Morton, Ltd.; Worth (London) Ltd. Admission is by invitation only. Cards are issued by the Member Houses, to whom application should be made. Contact: Lillian Hyder, Incorporated Society of London Fashion Designers, 193 Regent Street, London, WI.	INCORPORATED SOCIETY OF LONDON FASHION DESIGNERS	LONDON, ENGLAND
Tuesday Jan. 24 11:00 A.M.	PRESS PREVIEW OF SUMMER COLLECTION Press preview of the Summer collection designed by Clifford for del Mar Sportswear. Show will be followed by luncheon at 12:00 Noon. Trade shows Jan. 25 and Jan. 26. By invitation only. Publ.: Mildred Kaldor, MU. 9-5420.	CLIFFORD OF DEL MAR SPORTSWEAR	498 SEVENTH AVENUE SHOWROOM
Tuesday Jan. 24 3:30 P.M. Cocktails	PRESS PREVIEW OF COTTON COLLECTION "Cotton Futures"--Showing of new cotton fashions by Jerry Parnis. By invitation. Publ.: Mildred Kaldor, MU. 9-5420.	JERRY PARNIS	530 SEVENTH AVENUE SHOWROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Jan. 25 11:30 A.M. Luncheon	SPRING RAINWEAR FASHION SHOW Lawrence of London will open their new showroom with a presentation of Spring rainwear fashions. Buffet luncheon at 11:30 A.M.; show at 2:30 P.M. By invitation only. Contact: Norman J. Lawrence, CH. 3-8116.	LAWRENCE OF LONDON	239 WEST 39TH STREET SHOWROOM — 11TH FL.
Wednesday Jan. 25 12:45 P.M. Luncheon	LUNCHEON FASHION PRESENTATION Margi of A. Goodman will present her daytime and cocktail dresses; Lass O'Scotland will show knitted ensembles; lingerie by Saab. Press by invitation. Public by reservation; contact: Francois, TE. 8-8000. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.	A. GOODMAN & CO.; LASS O'SCOTLAND	HOTEL PIERRE COTILLION ROOM
Wednesday Jan. 25 1:00 P.M. Luncheon	SPRING MILLINERY AT LUNCHEON SHOW "Hatty, Hatty, Hatty Talk", a quick look at the Peg Fischer look for the Spring season. Gloves from Dawnelle. Press by invitation. Public by reservation; contact: "Albert", headwaiter, EL. 5-3000. Peg Fischer Publ.: Rosemary Sheehan, CI. 7-8060. Ted Saucier Publicity Office: Virginia Strub, EL. 5-3000.	PEG FISCHER	WALDORF-ASTORIA SERT ROOM
Beginning Wednesday Jan. 25	OPENING OF SUMMER COLLECTION The McMullen Company will present their Summer collection at 10:30 A.M. and 2:00 P.M. daily. Publicity: Balla Crawford, MU. 3-9560.	THE McMULLEN CO.	475 FIFTH AVENUE SHOWROOM
Beginning Sunday Jan. 29- Feb. 1	SPRING AND SUMMER MARKET WEEK Opening of Miami Fashion Council's Spring and Summer Market Week. Fashion show on Sunday, Jan. 29 at 2:30 P.M., Venetian Hotel, Miami. Publicity: Ann Rabin, LO. 9-5474.	MIAMI FASHION COUNCIL	VENETIAN HOTEL MIAMI, FLORIDA
Beginning Monday Jan. 30	SHOWING OF SPRING AND SUMMER LINES The St. Louis Fashion Creators will show their Spring and Summer lines of dresses, sportswear, suits, coats and lingerie; the millinery manufacturers will show early Spring lines. A fashion show will be presented to the American Retailers' Association on Monday, February 6, at the Chase Hotel, St. Louis, under the direction of "Seventeen" magazine. Contact: St. Louis Fashion Creators, St. Louis, Missouri.	ST. LOUIS FASHION CREATORS	HOTEL STATLER ST. LOUIS, MISSOURI
Tuesday Jan. 31 12:15 P.M. Luncheon	"MARCH OF DIMES" FASHION SHOW Sixth annual "March of Dimes" Fashion Show, presented for the benefit of The National Foundation For Infantile Paralysis, with fashions from the New York Dress Institute Couture Group. Reservations: \$50.00 per person for "ringside" tables; \$25.00 per person for other tables. Contact: Kay Weatherly, Nat'l Foundation, 120 Broadway, BE. 3-0500. Publicity: Eleanor Lambert, MU. 8-2130.	NEW YORK DRESS INSTITUTE	WALDORF-ASTORIA GRAND BALLROOM
Wednesday Feb. 1 11:00 A.M. Aperitif	PRESS PREVIEW OF SUMMER COLLECTION Designer Bonnie Cashin of Adler & Adler will present her Summer collection to the press. Attendance by invitation only. Publicity: Ruth Hammer Associates, Inc., EL. 5-7108.	ADLER & ADLER	550 SEVENTH AVENUE SHOWROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Feb. 1 12:45 P.M. Luncheon	SPRING COLLECTION OF READY-TO-WEAR Elizabeth Arden will show her Spring collection of ready-to-wear originals, designed by Castillo, at a benefit luncheon for Memorial Hospital Cancer Center Unit. There will be rummage donations for resale at the Stuyvesant Square Thrift Shop. Jewels from Cartier. Door Prize: 2 tickets for the February 20 performance of "South Pacific." Press by invitation. Public by reservation (plus rummage); contact: Francois, TE. 8-8000. Elizabeth Arden Publicity: Rasponi Associates: TE. 8-8171. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.	MEMORIAL HOSPITAL MEDICAL SOCIAL SERVICE COMMITTEE	HOTEL PIERRE COTILLION ROOM
Wednesday Feb. 1 1:00 P.M. Luncheon	SPRING DRESSES AT LUNCHEON SHOW Saks 34th will present misses' daytime dresses for Spring at a luncheon show. Press by invitation. Public by reservation; contact: "Albert", headwaiter, EL. 5-3000. Publicity for Saks 34th: Frances Eisner, LA. 4-7000, Ext. 445. Ted Saucier Publicity Office: Virginia Strub, EL. 5-3000.	SAKS 34TH STREET	WALDORF-ASTORIA SERT ROOM
Beginning Wednesday Feb. 1	SCHEDULE OF PARIS COUTURE OPENINGS Couture showings in Paris are scheduled as follows: <u>Feb. 1</u> : Gres. <u>Feb. 2</u> : Christian Dior, Alex Maguy, Madeleine Vramant. <u>Feb. 3</u> : Mad Carpentier, Madeleine De Rach, Jacques Fath, Jeanne Lafaurie, Germaine Lecomte, Manguin, Nina Ricci. <u>Feb. 4</u> : Marcelle Dormoy, Charles Montaigne, Schiaparelli. <u>Feb. 5</u> : Jean Desses. Contact: P. Caldagues, #102 Rue Faubourg, St. Honore, Paris.	CHAMBRE SYNDICALE DE LA COUTURE DE PARIS	PARIS, FRANCE <i>Raymond Charles Patow</i>
Thursday Feb. 2 12:15 P.M. Luncheon	ACCESSORIES DIVISION LUNCHEON MEETING Subject: "It Is News Because" . . . "We'll Tell You Why, And How, In A Fashion Show". Report and commentary by Marjorie Schlesinger, accessory stylist, Macy's; and chairman of Fashion Group's Accessories Division. In addition, there will be last minute accessories news by cable from Paris and London. Price (including tax and tip): \$4.00 for members; \$4.50 for guests (one per member). Contact: The Fashion Group, CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL BILTMORE BALLROOM
Beginning Sunday Feb. 5- Feb. 10	NATIONAL SHOW OF SPRING WASH APPAREL The National Spring Wash Apparel Show for 1950 will be held at the Palmer House during the week of February 5 through February 10. Annual fashion show will be staged in the Grand Ballroom of the Palmer House on Wednesday evening, Feb. 8. Contact: Glenn G. Hayes, executive director, Nat'l Wash Apparel Show, Room 751, 210 W. Adams St., Chicago.	WASH APPAREL INDUSTRY	PALMER HOUSE CHICAGO, ILLINOIS
Beginning Monday Feb. 6	OPENING OF SUMMER LINES Summer Sportswear Guild collections will open on the following dates: <u>Feb. 6</u> : SPORT-CRAFT, INC.; STAR-MAID DRESSES, INC. <u>Feb. 7</u> : ADLER & ADLER, INC.; KANE-WEILL. <u>Feb. 8</u> : DAVIDOW; DAVID M. GOODSTEIN, INC.; MUTUAL ROSENBLOOM CO. <u>Feb. 9</u> : CHARLES W. NUDELMAN, INC.; ZOLTAN ROSENBERG CO. Contact individual manufacturers.	THE SPORTSWEAR GUILD	MANUFACTURERS' SHOWROOMS

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Feb. 7 3:30 P.M. Cocktails	SWISS FABRIC FASHION SHOW Presentation of fashions in luxury cottons from Switzerland. Costumes from Summer collections of leading designers of daytime and evening dresses, sportswear, blouses, bridal wear, accessories, children's wear. Attendance by invitation only. Contact: Swiss Fabric Group, OR. 9-2750.	SWISS FABRIC GROUP	RITZ-CARLTON HOTEL BALLROOM
Wednesday Feb. 8 1:00 P.M. Luncheon	SPRING FASHIONS AT LUNCHEON SHOW Arnold Constable will present Spring fashions during luncheon. Press by invitation. Public by reservation; contact: "Albert", headwaiter, EL. 5-3000. Arnold Constable Publicity: Lou Hutchison, MU. 5-2300. Ted Saucier Publicity Office: Virginia Strub, EL. 5-3000.	ARNOLD CONSTABLE	WALDORF-ASTORIA SERT ROOM
Thursday Feb. 9 9:15 A.M. Breakfast	SUMMER FASHIONS BY LEADING DESIGNERS Folker Fabrics Corp. present Summer fashions by leading designers in new nylon-rayon sheer "Lovecharm" fabrics. Attendance by invitation only. Publicity: Stella Epstein, PE. 6-0530.	FOLKER FABRICS CORP.	HAMPSHIRE HOUSE COTTAGE
Beginning Monday Feb. 13	FOGA TO SHOW SUMMER LINES The FOGA Spring collection will be shown, beginning Monday, Feb. 13. Individual opening dates will be announced later. Members include: LARRY L. ALDRICH CO. HANSEN BANG, INC. BEN BARRACK, INC. WILLIAM BASS DRESS CO. CAPRI FROCKS, INC. DEITSCH, WERSBA & COPPOLA BEN J. GAM, INC. ED GERRICK, INC. A. GOODMAN & CO., INC. GRABOIS	FASHION ORIGINATORS' GUILD OF AMERICA, INC. FRED GREENBERG DRESS CO. JOSEPH HALPERT, INC. HORWITZ & DUBERMAN, INC. INTERNATIONAL DRESS CO. JUNIOR LEAGUE FROCKS NAT KAPLAN, INC. CHARLES LANG, INC. DAVID LEVINE CO. NATHAN-STRONG, INC. PAUL PARNES CORP. PARNIS-LIVINGSTON, INC.	MANUFACTURERS' SHOWROOMS BEN REIG, INC. RUDOLF GOWNS PAUL SACHS ORIGINALS MARTIN SIMON, INC. ADELE SIMPSON, INC. HERBERT SONDHEIM, INC. FRANK STARR, INC. SUZANNE-AUGUSTINE JANET TAYLOR HANNAH TROY, INC.
Contact: Leonard W. Gendler, Executive Secretary, CH. 4-6945.			
Tuesday Feb. 14 4:00 P.M. Tea	SUMMER FASHIONS BY EMILY WILKENS Emily Wilkens will present day, play and formal Summer fashions "for America's juniors," her first collection sponsored by Reich-Goldfarb, at a Valentine tea for press and trade in the Tapestry Room of the Park Lane. Attendance by invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	REICH-GOLDFARB & CO. (530 SEVENTH AVENUE)	PARK LANE HOTEL PARK AVE. & 48TH ST.
Wednesday Feb. 15 10:00 A.M. And 4:30 P.M.	FASHION PREVIEW OF MAY ISSUE Charm Magazine will present a fashion preview of their May vacation issue, "Two Weeks With Pay". Morning breakfast showing at 10:00 A.M.; afternoon cocktail show at 4:30 P.M. For Charm tie-in stores, by invitation only. Publicity: Eloise Ray, MU. 3-8910.	CHARM MAGAZINE	HOTEL PLAZA BALLROOM
Thursday Feb. 16 3:00 P.M.- 4:00 P.M.	SHOWING OF CUSTOM- ORDER COLLECTION Sydell will present her Spring and Summer collection of custom-order suits and dresses to the guests of the Israel Maritime League. Hats by Lenesta. Contact: EL. 5-8729.	SYDELL (666 FIFTH AVENUE)	RITZ-CARLTON MAIN BALLROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Saturday Feb. 18- Feb. 25	NATIONAL SEW AND SAVE WEEK Twelfth Annual "Sew and Save" Week, with magazine, newspaper and radio publicity; store advertising, and window displays will feature fabrics, patterns and notions. Window display contest with \$1500 in cash prizes. Publicity: George Pounder, LE. 2-4455.	NATIONAL NEEDLECRAFT BUREAU, INC.	THROUGHOUT THE COUNTRY
Feb. 22	WASHINGTON'S BIRTHDAY (Wednesday, Legal Holiday).		
Wednesday March 1 9:30 A.M. Breakfast	PRESS PREVIEW OF SPRING FASHIONS Semi-annual fashion show for the press by Bloomingdale's, presenting their Green Room fashions for Spring. Showing at 10:00 A.M. Attendance by invitation only. Publicity: Dervin O'Brien, EL. 5-5900.	BLOOMINGDALE'S	LEXINGTON AVENUE AND 59TH STREET
Wednesday March 1 1:00 P.M. Luncheon	FUR FASHIONS AT LUNCHEON SHOW Ritter Brothers will present Spring fur fashions during luncheon. Press by invitation. Public by reservation; contact: "Albert", headwaiter, EL. 5-3000. Ritter Bros. Publ.: Ruth Hammer Assoc., EL. 5-7108. Ted Saucier Publ. Office: Virginia Strub, EL. 5-3000.	RITTER BROTHERS	WALDORF-ASTORIA SERT ROOM
Thursday March 2 1:00 P.M. Luncheon	SPRING FASHIONS AT LUNCHEON SHOW Presentation of De Pinna's Spectator Sports, Town and Young Modern fashions for Spring. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 276. De Pinna Publicity: Dorothy Coburn, MU. 8-2000, Ext. 52. Hotel Plaza Fashion Director: Mary Alice Rice, PL. 9-3000.	DE PINNA	HOTEL PLAZA TERRACE ROOM
Friday March 3 4:00 P.M.- 5:00 P.M. Cocktails	FABRIC AND FASHION FORUM Parents' Magazine will forecast colors, fabrics, and styles for 1950 Fall season at a forum. For apparel and accessory manufacturers and stylists, by invitation only. Contact: Mr. Monroe Michels, MU. 5-4400.	PARENTS' INSTITUTE, INC.	RITZ CARLTON GRAND BALLROOM
Wednesday March 8 1:00 P.M. Luncheon	SPRING FASHIONS AT LUNCHEON SHOW Milgrim will present Spring fashions during luncheon. Press by invitation. Public by reservation; contact: "Albert", headwaiter, EL. 5-3000. Milgrim Publicity: Ruth Waltz, CI. 7-7200. Ted Saucier Publicity Office: Virginia Strub, EL. 5-3000.	MILGRIM	WALDORF-ASTORIA SERT ROOM
Wednesday March 8 2:30 P.M.	SPRING FASHION PRESENTATION Showing of Spring fashions for juniors, misses and women. Open to public. Publicity: Rita Dobbins, TR. 5-3100.	MARTIN'S (BROOKLYN)	3RD FLOOR
Saturday March 11 11:00 A.M.	SPRING FASHIONS FOR TEENAGERS Martin's will present Spring teenage fashions at an 11:00 A.M. Show, on the 5th floor. Open to public. Publicity: Rita Dobbins, TR. 5-3100.	MARTIN'S (BROOKLYN)	5TH FLOOR

MUSIC...MOVIES...THEATRE

- Friday
Jan. 13 PREMIERE: "WHIRLPOOL" (Movie) ROXY THEATRE, 7TH AVE. & 50TH ST.
Twentieth Century-Fox presents a suspense film about a psychiatrist's wife, who becomes involved with a hypnotist. Stars: Gene Tierney, Richard Conte, Jose Ferrer, and Charles Bickford. Producer and Director: Otto Preminger. Wardrobe Director: Charles Le Maire. Gene Tierney's costumes designed by: Oleg Cassini. Publicity: Elizabeth Eisenhart, CO. 5-3320.
- Week
Of
Jan. 16 NINTH WEEK: METROPOLITAN OPERA, MET. OPERA HOUSE, B'WAY AND 39TH STREET
Ninth week's program of the Metropolitan Opera: Mon. Eve., Jan. 16: Verdi's RIGOLETTO; Wed. Eve., Jan. 18: Wagner's LOHENGRIN; Thurs. Eve. Jan. 19: Puccini's MANON LESCAUT; Fri. Eve., Jan. 20: Wagner's DIE MEISTER-SINGER; Sat. Mat., Jan. 21: Puccini's TOSCA; Sat. Eve., Jan. 21: Bizet's CARMEN. Publicity: Margaret Carson, PE. 6-1200.
- Monday
Jan. 16
8:30 P.M. PREMIERE: "ANGELS OF THE STREETS" (Movie) PARIS THEATRE, 4 WEST 58TH ST.
American premiere of the French drama of convent life, depicting inner conflicts of young novices embarking upon disciplined religious teachings. Screenplay by Father Bruckberger and Jean Giraudoux. Director: Robert Bresson. Stars: Renee Faure, Jany Holt, Sylvie and Mila Parely. Entire receipts of Premiere for five French relief charities. Tickets: \$5.00; thereafter, 85¢ to \$1.50. Publicity: Lillian Gerard, PL. 5-3760.
- Wednesday
Jan. 18 OPENING: "THE ENCHANTED" LYCEUM THEATRE, 45TH E. OF B'WAY
David Lowe and Richard Davidson present Maurice Valency's adaptation of the Jean Giradoux play. Cast includes Leueen McGrath, Malcolm Keen, Una O'Connor and Charles Halton. Director: George S. Kaufman. Settings: Robert Edmond Jones. Publicity: Karl Bernstein, CI. 6-0427.
- Wednesday
Jan. 18 PREMIERE: "AMBUSH" (Movie) CAPITOL THEATRE, B'WAY & 51 ST.
MGM'S Western film set in New Mexico, is a story of a battle between the troopers of a Western fort and maurauding Apache Indians. Stars: Robert Taylor, John Hodiak and Arlene Dahl. Producer: Armand Deutsch. Director: Sam Wood. Publicity: Herbert Crooker, LU. 2-2000.
- Thursday
Jan. 19 OPENING: "ALIVE AND KICKING" WINTER GARDEN, B'WAY & 50TH STREET
Katzell and Golden present a musical revue by Hoagy Carmichael, Paul Frances Webster, Irma Jurist, Sonny Burke and others; sketches by Milton Berle, Henry Morgan, Joseph Stein and Arthur Ross. Cast includes Lenore Lonergan and Jack Cole. Director: Robert H. Gordon. Settings and costumes: Raoul Pene du Bois, Publ.: G. & D. Ross, BR. 9-5906.
- Thursday
Jan. 19 PREMIERE "MY FOOLISH HEART" (Movie) RADIO CITY MUSIC HALL, 6TH AVE. & 50TH
Samuel Goldwyn Productions, Inc. presents a pre-war romantic story about a young dipsomaniac mother and an illegitimate child. Stars: Dana Andrews and Susan Hayward. Producer: Samuel Goldwyn. Director: Mark Robson. Costumes: Edith Head; Junior Accent and Beautime Formals have made adaptations of dresses shown in this film. Publ.: Lynn Farnol, PL. 7-7900.
- Thursday
Jan. 19 OPENING: "THE MAN" FULTON THEATRE, 46TH ST. W. OF B'WAY
Kermit Bloomgarden presents a new play by Mel Dinelli, with Dorothy Gish, Don Hammer, and Peggy Ann Garner. Director: Martin Ritt. Settings and Lighting: Jo Mielziner. Costumes: Julia Sze. Publicity: James Proctor. VA. 6-5084.